



Promoting Your School Arts Program

A few questions for you:

- How would you describe your school arts program?
- Who knows about the arts program?
- How do you inform the school community about arts events and learning opportunities? Is there an overall vision to shape the message and sharing?
- What tools do you use to inform people about arts programming opportunities at your school?

These questions offer time to reflect on an important part of our roles as not only educators for students, but also in our articulation of arts learning and highlights with parents, colleagues, administration, and school community. In the words of past Wisconsin Art Education Association past-president and Sheboygan North HS teacher, Frank Juarez, "If you do not promote your art program, who will?" He further shares "no one knows the art department better than the one who leads it (source)." This posting focuses on examples and resources to help you promote your arts program. Tools to consider include: websites, newsletters, social media networks, and classroom web pages.

Getting Started

Identify your vision for your school arts program. Consider for inspiration our own state's moto, "Forward." Forward is one word that captures the Wisconsin idea. Is there a word, phrase, or "pitch" that captures how students are engaged in the arts at your school? Daniel Pink, author and speaker, highlights 4 Types of Pitches that may offer some help in shaping this vision. Look at this posting's questions above and flesh out a plan. Other sources of inspiration are available from arts educators across Wisconsin. Check the many examples in the next column.

Examples from the Field

There are multiple examples from our Wisconsin arts educators that showcase the wonderful arts programming in their schools. Here are a few for you to visit and be inspired.



Classroom Websites –

District of Beloit Robinson ES Music
Kenosha Unified School District Nash ES Art
Sheboygan North HS Art
Sun Prairie School District High School Jazz
Wisconsin Rapids Public Schools Theatre



Visits –

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WI DPI Arts Visits



Arts Videos / Slideshows –

Appleton School District
Kenosha Unified School District Art Slideshow
WI Arts Education: WI DPI Power of the Arts



Twitter –@FallsArt; @GETVocalPoint;

@GreendaleBands; @kampmiltonmusic;
@kmperform; @LynnaeBurns; @mhhs_art;
@mhsarts; @MellenMusicDept; @MrCalvertArt;
@msmollybrennan; @NISArtRoom;
@NorthstarBand; @West_Bands

A special thank you to the educators highlighted for their work in keeping communities informed and engaged in the arts.
Julie Palkowski, Fine Arts and Creativity Education Consultant

WI DPI ARTS RESOURCES

Click on the links. Additional resources will be added in future issues.



WI DPI
Arts Websites



Arts Professional
Development



WI DPI Arts Social
Media Networks



Wisconsin's Model
Academic Standards



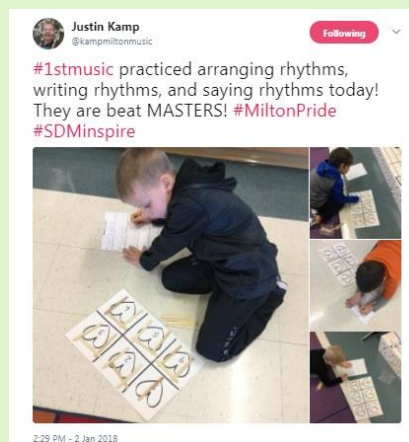
SLO Arts
Sharing Site



Conferences
WI DPI Letter

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